

CONNECTION

LIBRARY OF CALIFORNIA

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California libraries joining digital forces

Information sharing for all Californians took a step toward the future in June with the announcement of a broad-based plan to link the Library of California (LoC) with the University of California's California Digital Library.

"We are forging a system that will make information accessible to every Californian in a way never before envisioned, much less accomplished," says Dr. Kevin Starr, the state librarian and chief executive officer of the Library of California Board. "The California Digital Library brings to this partnership the resources of the world's greatest public university system. This means a wealth of information beyond anything easily imagined. This also means a future in which information, like democracy itself, will belong to everyone."

The LoC was created by the state legislature in 1998 to link all the libraries of the state. The agreement between the LoC and the California Digital Library (CDL) encourages cooperative work to develop digital information and services.

The partnership also addresses the challenges of preserving digital materials, efficiently selecting and licensing digital content, and designing friendly on-line gateways to make this material accessible to the public.

James Dawe, president of the Library of California board and a San Diego attorney, said: "The key to the future of libraries in California is cooperation. The information resources we have now, such as large databases, are far too expensive to duplicate. With the growth of the Web and the dispersal of computers in libraries, the LoC can make possible the sharing of information electronically as never before. The California Digital Library is a very big component of this picture."

The LoC was created to provide users of all types of libraries access to the collections and resources of public, school, government, academic, and special libraries throughout the state. Since its creation, the LoC has devoted itself to greater resource sharing, cooperative acquisition of digital materials, and direct service delivery on-line and through regional library networks.

Inaugurated by University of California President Richard C. Atkinson in 1997, the California Digital Library was established as a collaborative effort of the UC campuses and their libraries. Its mission is to

advance scholarship and science, foster excellence in teaching and learning, and promote service to the public by developing and providing continuous access to digital content and services. The CDL also encourages and supports innovations in scholarly communication and publishing.

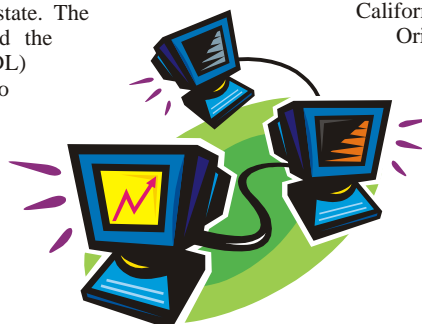
The University of California is a strong proponent of the legislative efforts to create the Library of California. CDL spokespersons see the emerging LoC program as a natural and crucial channel for promoting collaboration among California's libraries.

Among the areas of immediate focus for the partnership are several that increase access to library collections throughout the state. The California Periodicals Database, which lists more than 860,000 magazines and journal titles owned by more than 550 California libraries, is hosted at the CDL.

Originally developed with federal funds administered by the California State Library, ongoing maintenance and development of the heavily used and publicly available database is being supported by the LoC.

The CDL's Online Archive of California represents nearly 5,000 collections of photographs, manuscripts, and other archival materials in libraries, museums, and historical societies throughout the state. The LoC-CDL agreement extends access to "finding aids" for all of those collections, as well as to a fascinating array of digitized materials drawn from them that includes, for example, photographs of the aftermath of the 1906 San Francisco earthquake, diary pages from a member of the ill-fated Donner party, and sketches and artwork created by early California residents.

Establishing convenient, long-term access to government information is also a priority for the partnership. The CDL's government information initiatives include "California Counts," an online gateway to social science data, to be established with support from LoC. Joint funding in excess of \$600,000 has been allocated to support project development. California Counts will include data on population, housing, health, crime, economics, education, environment, and other topics, much of it drawn from state agencies. Most important, the social science data



"We are forging a system that will make information accessible to every Californian in a way never before envisioned, much less accomplished."

*- Dr. Kevin Starr, state librarian
and CEO of the LoC board*

Book rendezvous trains Friends of the Library

Ever get a real "steal" on a book at a Friends of the Library book sale? That may soon become harder to do.

Sixty people from 28 different rural Friends of the Library groups attended a workshop at Shasta College library in Redding on Friday, June 9th, on recognizing books that may be worth more than the usual \$.50 to a couple of dollars charged at Friends' book sales. The workshop was also seen at the Nevada County Library in Nevada City, and the Kern County Library in Bakersfield using videoconference technology. The project was modeled after the spring gathering of trappers and fur traders throughout the Old West, who took their furs at the end of trapping season to a central rendezvous point for the convenience of buyers.

The instructor of the training workshop was Steve Mauer, an independent bookseller who owns a bookstore called "The Book Mine." Workshop attendees brought books they wanted Mauer to evaluate, kind of like an "Antiques Road Show" for books.

At the workshop participants were introduced to the basic terminology used by book collectors in describing books. Mauer then used the books people brought to the workshop to illustrate how to estimate value. Besides recommending a few indispensable reference books, he also told participants that almost all the information needed to price books today could be found on the Internet. After connecting on-line to the Internet, he found comparable listings for various books and pamphlets ranging in price from \$7 to \$1,500 dollars that were found using major book-finding websites.

Some of the rare books found included a copy of Homer's "Opera" published in Latin during the seventeenth century and priced as high as \$3,000 on the Internet. Mauer estimated that the value of a copy someone brought to the workshop was \$1,500. Surprisingly, an early twentieth century copy of a "Pollyanna" authored by Porter and reprinted in a fine dust jacket by Grosset & Dunlap in the early 20th century fetched only \$200.

The relatively few valuable books that Friends of the Library volunteers may discover among books donated for the good of the library may be taken to a rendezvous point similar to the workshop, but it may turn out to be a virtual rendezvous location. A website is being developed that will provide a convenient point of sale by Friends of the Library groups located throughout rural areas of California.

"Book Rendezvous" is a project funded in part by the Library Services and Technology Act, a federal grant program. The California State Library administers it as part of the Rural Initiative.

For more information, contact Al Bennett, Book Rendezvous Coordinator at the California State Library, at (916) 653-7743 or by email abennett@library.ca.gov. ■

New member of Library of California board appointed

Jane Lowenthal, president of the Lowenthal Group, was appointed March 28th to the Library of California (LoC) Board by the Speaker of the Assembly. Besides being president of the Lowenthal Group, an organization specializing in arbitration, mediation, and conflict resolution for businesses, Ms. Lowenthal is an active member of many organizations including the Asian American Dispute Resolution Center (Board of Directors), the Jewish Federation - Jewish Community Relations Commission, Habitat for Humanity, and League of Women Voters. Her appointment is as a representative of the public-at-large, and she will serve on the board until January 1, 2004.



For profiles of other board members, see www.library.ca.gov/loc/board/index.html ■

Bond act board appointments made

With Governor Gray Davis' appointment of Barton P. Pachino to the California Public Library Construction and Renovation Board on May 25th, the last of the three appointed members of the bond act board has been completed. Besides Pachino, the other two appointed members are State Senator Dede Alpert, appointed by the Senate Rules committee; and Assemblywoman Dr. Gloria Romero, appointed by the speaker of the State Assembly. The bond act board also includes three constitutional officers named by the act itself. They are State Treasurer Philip Angelides, Department of Finance Director Tim Gage, and State Librarian Dr. Kevin Starr.

A FAQ on the bond act is available through a hyper-link on the CSL website at www.library.ca.gov/. ■



LoC board approves grants to planning regions

The Library of California (LoC) board has authorized spending \$2,214,155 so the planning regions can provide their members access to licensed databases. State Librarian Dr. Kevin Starr, in his role as chief executive officer to the board, has awarded LoC grant funds for the following database projects:

Cascade Pacific Planning Region (#1)

(Butte, Colusa, Del Norte, Glenn, Humboldt, Lassen, Modoc, Plumas Shasta, Sierra, Siskiyou, Tehama, and Trinity counties)

Gale Health Reference Center - This project provides a one-year trial subscription for a web-based consumer health information resource. The database contains a variety of health information materials at varying levels, which most of the libraries within the region will be able to use. The planning region chose this database because of inadequate health library resources within the region to meet the needs of the general public.

NoveList - This project provides a one-year trial subscription to an electronic readers' advisory resource that helps fiction readers find new authors and titles. It includes over 85,000 titles that are appropriate for fiction readers of all age levels, and is appropriate for use in public, school, and academic libraries.

Golden Gateway Planning Region (#2)

(Alameda, Contra Costa, Lake, Marin, Mendocino, Monterey, Napa, San Benito, San Francisco, San Mateo, Santa Clara, Santa Cruz, Solano, and Sonoma counties).

Electric Library - This one-year trial subscription database includes a broad range of full text materials from magazines, newspapers, books, pictures, and television and radio program transcripts. This database is an ideal source of information for school and public library users because of the variety of sources and titles used, and the currency of information included in the database.

Sierra Valley Planning Region (#3)

(Alpine, Amador, Calaveras, El Dorado, Merced, Mono, Nevada, Placer, Sacramento, San Joaquin, Stanislaus, Sutter, Tuolumne, Yolo, and Yuba counties).

Electric Library-see description above.

FirstSearch - This project will provide a one-year trial subscription for 100,000 searches, to be distributed in blocks to participating libraries, which will allow access to more than 80 different databases through one website. Although librarians will use this database to assist patrons, it is a resource of value to all types of libraries within the planning region.

Arroyo Seco Planning Region (#4)

(Los Angeles and Orange counties)

Los Angeles Times/Orange County Register Newspaper - This project provides web-based access to the "Los Angeles Times" or the "Orange County Register" newspapers for participating libraries within the Arroyo Seco planning region. All types of libraries and their library patrons will find this project useful.

Tierra del Sol Planning Region (#5)

(Imperial, Inyo, Riverside, San Bernardino, and San Diego counties)

Contemporary Authors/Contemporary Literary Criticism Select/Dictionary of Literary Biography - This project bundles together three separate online databases that provide users with current biographical and bibliographical information (Contemporary Authors); biographical information and critiques of authors' works (Contemporary Literary Criticism Select); and a dictionary of literary figures where the emphasis is on placing them within the larger context of literary history. (Dictionary of Literary Biography)

Gold Coast Planning Region (#7)

(San Luis Obispo, Santa Barbara, and Ventura counties)

Gale Biography Resource Center - This database combines more than 50 of the most frequently used Gale Group biographical databases with over 250 full text periodicals. Includes narrative biographies, tips on biographical research, full text of "The Complete Marquis Who's Who" biographical resource, and features on current newsmakers.

For more information on these grant programs, contact Ira Bray, electronic information resources consultant, at (916) 653-0171 or by email ibray@library.ca.gov ■

LoC board makes telecommunications infrastructure grants

In April 2000 the Library of California (LoC) Board approved more than \$2 million in grants to support the development of the telecommunications infrastructure for network planning regions. These funds will support the acquisition or upgrading of gateway access servers, electronic interlibrary loan systems, and patron authentication systems to verify library users who are requesting services from libraries other than their "home" library. The telecommunications infrastructure grant program follows previous Board actions making \$7,500 Z39.50 server software grants to individual libraries that meet Library of California interim eligibility standards and minimum technical requirements.

Z39.50 is a technical protocol that makes searching many different library catalogs possible without knowing how to search them individually. It also allows for the searching of multiple library catalogs with one pass. These connectivity grants establish the infrastructure necessary to create a virtual statewide database representing the holdings of California libraries. Such a database is an important component of a cluster of access services envisioned in the Library of California Act.

Using a combination of federal LSTA, California Library Services Act, and local funds, some California cooperative library systems and member libraries have developed gateway servers and electronic interlibrary loan systems. This program will expand these projects to include multitype libraries within regions targeted to become Library of California regional library networks by January 2001. It also funds the startup of gateway server/Interlibrary Loan (ILL) projects in planning regions where these do not exist.

In assisting in the development of the board's program priorities staff reviewed, on a regional basis, the current implementation status of Z39.50 connectivity projects by Cooperative Library System and local libraries. The *Linked Systems Study Update and Proposed Technology Infrastructure for the Library of California*, Joan Frye Williams, November 15, 1999 was helpful in this analysis.

In her Study, Ms. Frye Williams reports: "Since the last survey of California Linked Systems Projects..., substantial progress has been made. Local Z39.50 server software and regional Z39.50 gateway software have been installed and links have been established for more than fifty additional libraries, including public, academic, school and special libraries. As a direct result if these projects, a number of libraries that have never been accessible via OCLC or any other resource sharing tool now offer their collections for searching over the Internet."¹

For additional information on the Library of California telecommunications program contact Mark Parker, Assistant Bureau Chief, Library Development Services, at (916) 657-1892 or by email mparker@library.ca.gov. Information can also be found by searching the Library of California Web site at www.library.ca.gov/loc ■

¹ *Linked Systems Study Update and Proposed Technology Infrastructure for the Library of California*, Joan Frye Williams, November 15, 1999, pg. 11.



Library of California April board meeting

The following is a selection of the actions taken by the Library of California board at its quarterly meeting on April 26-27 at the California State Library in Sacramento:

1. Board Priorities

The board voted unanimously to adopt the following Library of California program priorities:

For Fiscal Year 1999/2000 (not in priority order):

- Develop infrastructure for regional network development
- Make online databases available for the general public and youth in all LoC regions
- Select and implement a telecommunications model at the regional level that will expand resource sharing statewide
- Begin the direct loan pilot program

For Fiscal Year 2000/2001 (not in priority order)

- Develop statewide database programs
- Implement electronic document delivery
- Implement trial databases for specific types of libraries (E.g. public, college and university, special, school)
- Develop statewide resources for statewide licensing
- Implement Interlibrary Loan (ILL) at the regional and inter-regional level

2. Adoption of Resolutions

The board voted unanimously to adopt resolutions for resigning board members Patricia T. Otstott and Nolan Frizelle in appreciation for their contributions "to the libraries and people of the State of California."

3. Library of California 2000/2001 Funding Request

The board voted unanimously that the Library of California Board affirm the state librarian's request to the governor for additional Library of California local assistance funds. If approved, the additional funds would be used for improving regional and statewide service programs for the 2000/01 fiscal year.

4. Regional Telecommunications Infrastructure Grants Program

The board voted unanimously to authorize the spending of up to \$2,262,000 to support project grants for regional telecommunications infrastructure that will make regional library catalogs access, electronic interlibrary loan, and patron authentication possible. They also authorized the chief executive officer to develop a grant award program to award these funds.

5. Telecommunications Infrastructure

The board voted unanimously to adopt the following criteria for regional telecommunications infrastructure:

- Regional telecommunications programs shall geographically conform to Library of California planning regions, and participation is limited to libraries that meet both the Library of California Board's interim eligibility requirements and that can support appropriate telecommunications technologies
- When a regional library network replaces a planning region, eligibility for telecommunications infrastructure grants through Library of California will be for libraries that are members of a regional library network and that can support appropriate telecommunications technologies
- Regional library networks must include information about regional resource sharing protocols and ongoing regional telecommunications infrastructure needs in their annual plans of service
- Regional library network gateway catalogs must be available to the general public via Internet browsers that can access these online catalogs either inside or outside the library
- Regional library networks shall use the Z39.50 protocol for their telecommunications infrastructure programs

- Regional telecommunications programs should include an electronic interlibrary loan component that will enable the public to place loan requests over the Internet
- Regional library networks must either individually or collectively adopt resource sharing protocols standards that will permit outside access to the regional library network's materials
- Libraries requesting Z39.50 server software must apply for it through the Library of California Z39.50 Server Software Grant program

6. Statewide Information Database Licenses

The board voted unanimously to authorize the expenditure of up to \$192,000 to support the Librarians' Index to the Internet on behalf of the Library of California. The board also directed its chief executive officer to award these funds to the Peninsula Library System to continue the Librarians' Index to the Internet through June 30, 2001.

7. Supplemental Grants Program

The board voted unanimously to authorize the awarding of Library of California funds using the Criteria for Supplemental Grant Applications adopted by the board on February 18, 2000. The funds will finance grant applications in the following two categories:

- | | |
|---|-------------|
| ■ Database Project requests | \$ 989,540 |
| ■ Planning Grant Augmentations and Network Development requests | 188,276 |
| ■ Award Total: | \$1,177,816 |

8. CLSA Interlibrary Loan, Universal Borrowing, and Equal Access Programs

The board voted unanimously to adopt reimbursement rates for the 2000/01 fiscal years as follows:

- | | |
|--------------------------|---------------------------------|
| CLSA interlibrary loans: | \$4.14 per eligible transaction |
| CLSA direct loans: | \$.77 per eligible transaction |

The rates adopted by the board are subject to the concurrence of the State Department of Finance. The chief executive officer will inform all participants of the 2000/01 reimbursement rates as soon as Department of Finance concurrence is obtained.

9. California Digital Library/Library of California Joint Statement on Collaboration

The board unanimously supported collaboration with the University of California's California Digital Library (CDL) [www.cdlib.org] and directed the chief executive officer (State Librarian Dr. Kevin Starr) to work with CDL to develop a joint statement of collaboration that addresses issues of mutual interest and concern.

10. Assembly Bill 2311

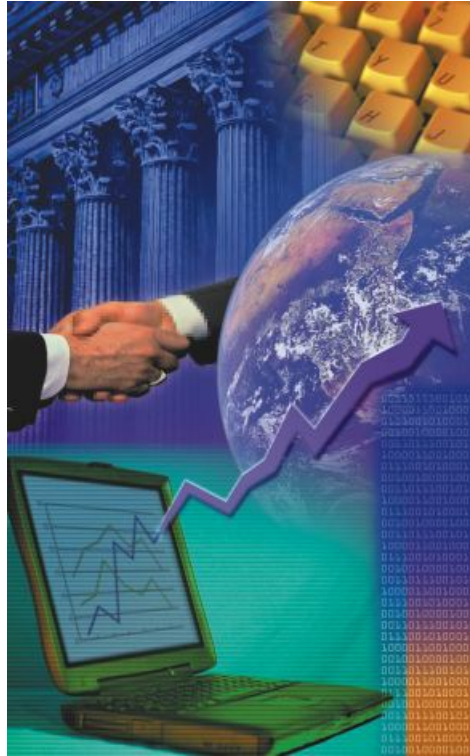
The board carried by a vote of 9 to 1 (with 1 abstention) that the Library of California Board supports AB2311 (Davis) as amended April 5, 2000. The only proviso is that this support position does not inhibit the authority of any Library of California planning region or regional library network regarding the eligibility status of staff with equivalent graduate education or demonstrated professional experience.

[For the text of AB2311, see www.leginfo.ca.gov]

11. Assembly Bill 2757

The board voted unanimously to support AB2757, as amended April 11, 2000, relating to school libraries.

[For the text of AB2757, see www.leginfo.ca.gov] ■



Ten future leaders complete seminar

On May 12th, ten librarians from around the state graduated from the California State Library's fourth Transition into Management Seminar. Graduates of the 2000 program include: Martha Arroyo-Neves, San Francisco Public Library; Sandra Brimer, Mission Viejo City Library; Edward Erjavek and Virginia Evans-Perry, San Bernardino Public Library; Nina Lindsay, Oakland Public Library; Priscilla Lyons, Escondido Public Library; Bonnie McLaren, Siskiyou County Library; Sandra Toscano, Oakland Public Library; Christina Wainwright, San Diego Public Library; and Kit Willis, Ventura County Library. This brings the total number of graduates to 40 since the program began in 1989.

Participants in the Transition into Management program are selected on a competitive application basis and are chosen for their leadership and management potential. They undergo a week of intensive training, culminating in the presentation of their individual leadership agendas. The program, which is supported with federal Library Services and Technology Act (LSTA) grant funds, has previously been offered in 1989, 1992, and 1995.

At a dinner honoring both current and past TIM graduates, Kevin Starr said: "Our TIM graduates help ensure that California's libraries will have skilled leaders and managers who also mirror the state's diversity." Starr also complimented the group on their courage to step into library management, and encouraged them to continue to learn new leadership skills.

For more information, contact Kathy Low at (916) 653-6822 or by email klow@library.ca.gov. ■

Tuition applications available

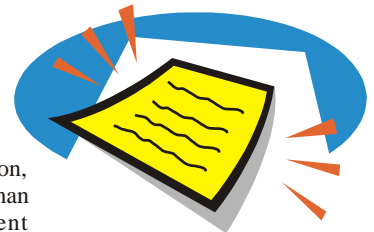
Applications for the 2000/2001 *Public Library Staff Education Program* are currently available. The ultimate goal of the program is to address the need for more librarians in public libraries available to serve under served and geographically isolated populations, as well as children and young adults. Developed by a team of public library representatives, the program addresses the formal library education needs of California public library staff seeking either an ALA-accredited master's degree in library science, or a library technician AA degree or certificate. It's intended to assist staff working in California public libraries and county law libraries who are seeking or working on securing a library degree or certificate, by supplying grant funds to the applicant student's employing library for reimbursement of their course tuition costs. Eligible libraries must apply for the grant funds on behalf of their staff members.

A selection committee does selection of staff members to receive tuition reimbursement on a competitive basis. Factors considered in the selection process include the staff member's work experience, training acquired, statement of commitment, and recommendation letters. To be eligible, library staff members must be employed by a California public library or county law library with employment having commenced at least one calendar year prior to the date of application, and be accepted to, or be able to show evidence of, acceptance to an ALA-accredited library school. For applicants seeking a library technician degree or certificate, they must be able to show enrollment in or eligibility for enrollment in the program.

The program guidelines and application packet have been mailed to every California public library, county law library, and library education program. A copy of the packet is also available from the Library Development Services Bureau of the State Library by calling (916) 653-5217 or by e-mail at csllsds@library.ca.gov. The application deadline is 4:00 p.m. on

September 1, 2000.

For more information, contact Kathy Low, human resources development consultant, at (916) 653-6822 or by e-mail klow@library.ca.gov. ■



Digital force

continued from page 1

that is being targeted is popular among a wide variety of people across the state, from patrons in a public library to clients of a corporate library, as well as high school students and researchers from the University of California.

"This partnership provides a unique opportunity for the Library of California and the California Digital Library to reach a higher level of public service," said Richard Lucier, the CDL's university librarian and executive director. "We are very pleased to support the evolving collaboration across the state's libraries and to welcome the Library of California as a partner in our efforts to extend digital library services to California residents."

According to Diana Paque, director of the LoC, cooperative ventures between the CDL and the LoC are fundamental to the wise use of California library resources. "CDL's experience with digital information provides a resource to be used rather than duplicated, and it is a benefit all Californians can share through the LoC," she said.

More information about the CDL can be found at <http://www.cdlib.org/>. For the Library of California the address is <http://www.library.ca.gov/loc/>. ■

California Children and Families Commission awards California State Library \$3.2 million in Proposition 10 funds

In 1998/99 California voters enacted Proposition 10, which established a surtax on tobacco products sold in California. Eighty percent of the surtax is distributed to local counties based on the number of annual births in the county, and 20 percent goes to the CCAF state commission to administer statewide programs. For the counties program each county appoints a county commission to oversee the use of the money locally. At the state level revenue from this surtax is being used to create the California Children and Families First Program for early childhood development and smoking prevention. All funding must be used to benefit children prenatal through age five and their parents/caregivers.

Because of the similarities between the purposes of the two programs and awareness of the success of the Families for Literacy (FFL) program, the California Children and Families Commission (CCAFC) invited the California State Library to submit proposals to the CCAF on behalf of its FFL Program. FFL, a 12-year-old public libraries program, closely mirrors the target population of Proposition 10 - children under five years old and their parents/caregivers. FFL has a successful track record of providing the same types of services as envisioned in Proposition 10, but with an added emphasis on impacting the home environment of children by changing the literacy skills, habits, and attitudes of the adults/caregivers of these children. Additionally, changing the resources within the home or care center is emphasized under FFL, so that the results of the interventions can be sustained over

a long period of time.

Two proposals totaling \$3.2 million were submitted and subsequently awarded by the CCAF. These included:

- \$1.1 million to be distributed to 71 public libraries (40 percent of all California public libraries) to augment 58 existing FFL programs, and to start 13 new FFL programs at the following public libraries:

Altadena Public Library
El Dorado County Library
Fresno County Library
Monterey County Library
Nevada County Library
Placentia Public Library
Sacramento Public Library
San Diego County Library
San Francisco Public Library
San Jose Public Library
Stanislaus County Library
Yolo County Library
Yuba County Library

- \$2.1 million to fund Library, Literacy, And Book Services (LLABS) or mobile units to serve hard to reach and low income, low literacy families located in rural and inner city communities not presently well served by FFL/public libraries. These 24-26 foot long vehicles are not bookmobiles; rather, they are mobile vehicles that will provide a full range of services as defined by Proposition 10 and FFL to the targeted prenatal through age 5 targeted populations and their parents/caregivers.

The California State Library anticipates awarding up to 12 grants of

\$175,000 each. Priority will be given to applications

reflecting a partnership with their local county Children and Families Commission. The following 17 communities were designated as potential sites for a competitive grant process to award these funds based on the State Commission's focus on Central California and underserved counties. These communities are:

Butte County
Fresno County
Imperial County
Los Angeles County
Marin County/San Rafael
(West county/Novato)
Monterey County
Oakland/Berkeley
Sacramento
San Bernardino County
San Diego County/City/
Chula Vista/National City
San Francisco/North
San Mateo County
(So. San Francisco, Daly City,
San Mateo, East Palo Alto)
Santa Clara County
Solano County
Stanislaus County
Stockton/San Joaquin County
Yolo County/Woodland
Yuba County

For more information, contact Carole Talan, Literacy Coordinator, by phone at (916) 653-8032 or by email ctalan@library.ca.gov ■



Gibson steps down as LDS chief

After four years as bureau chief for Library Development Services (LDS), Liz Gibson has decided to step down effective July 1 to allow someone else the opportunity to "put his/her imprint on the position and the bureau," and also to allow Gibson to pursue other important areas of library program development of professional interest including the concept of the electronic information clearinghouse, planning data collection/distribution, and library planning, in general.

"For the past four years, I have been privileged to work on an almost daily basis with a talented administrator," State Librarian Dr. Kevin Starr said of Gibson. She is "a devoted librarian, and a person of warmth, commitment, and wit." Expressing gratitude for her management of LDS during a "challenging time" for libraries and librarianship in California, Deputy State Librarian Cameron Robertson also added that Liz Gibson has been a "superb State Library citizen" in her contributions to information technology and human resources development in the library, and also as a team player in the library's administrative council. ■



Funding agency visits State Library

Dispensing grants to California libraries for innovation and demonstrations of improved access to library resources, assuring availability of technological advances in library operations throughout the state, and introduction of better services to the underserved populations, is a vital function of the State Library in developing service statewide. Through the LSTA, a federal program for local financial assistance that is administered by the state, the State Librarian awards over \$11 million in grants each year to applicants from all types of California libraries. Oversight of the LSTA program nationally is a responsibility of the United States Institute of Museum and Library Services (IMLS) [www.imls.gov] in Washington, D.C.

As part of that mission, representatives of the Institute visit each state library as often as once a year. The California State Library's turn came on June 14-16 with the arrival of two officials from IMLS: Betsy Sywetz, deputy director for library services, and Robin Cabot, program officer assigned to California. The team was given an intensive three-day orientation on LSTA achievements in California. State Library staff from Library Development Services Bureau (LDS) and other departments presented briefings and demonstrations on key programs in areas such as InFoPeople, digitization, the Library of California, diversity efforts, children and youth initiatives, professional education, and online reference. The IMLS officers also visited Sacramento Public Library to view the results of recent grant projects in action there.

For more information on LSTA programs, contact Jay Cunningham, LSTA Coordinator, at (916) 653-8112 or by email jcunningham@library.ca.gov ■

San Diego Public Library public awareness campaign rated a success

A public awareness campaign conducted by the San Diego Public Library scored a hit with the public, according to post-campaign analysis conducted by a research firm.

The campaign was launched in January and ran for 14 weeks, supported in part by an LSTA grant provided by the California State Library (CSL). The CSL chose the San Diego Public Library as a test case to determine whether such a campaign might be successfully waged in a major California urban center.

Anna Tatar, director of the library, said: "This campaign has generated so much awareness and support for San Diego libraries. Our spokespersons really sold the value of the library, and they did it with heartfelt enthusiasm. Many library staff and patrons told me that some of the spots brought tears to their eyes. We had a good team of professionals, working together to make this campaign happen."

A grant of \$50,000 in Library Services and Technology Act funds generated more than \$350,000 in media exposure for the public library. The campaign involved a series of 15-second television spots featuring more than a dozen San Diego residents. The slogan for the campaign was: "The Library-Check It Out!"

James Dawe, president of the Library of California board, was one of the community leaders featured in the television spots.

Following the campaign, a survey was commissioned to determine whether the campaign had achieved its goals:

- Awareness of the campaign on the part of the public
- Recall of the slogan
- Increased usage of the library

A questionnaire was designed to assess public impressions of libraries in San Diego and the public's awareness of the campaign. Four hundred interviews were conducted by telephone, the average interview taking about five and a half minutes.

A clear majority of the respondents, nearly six in ten, were aware of the campaign. More than half of the respondents who were aware of the campaign rated it as "good" or "excellent" in terms of making them more aware of the value of reading and public libraries. A majority of respondents who were aware of the campaign also thought it would attract more people to use public libraries. An overwhelming majority of all respondents, 86 percent, said that they intend to visit a public library in the near future. Another overwhelming majority, 87 percent, said that they have positive impressions of public libraries in the San Diego area.

Approximately seven out of ten respondents said that they had used a public library during the past year. The median number of visits per library user was six per year.

Tatar summed up the campaign by saying: "Our media, corporate, and community partners are the ones who made this campaign a success. The whole experience has boosted by belief in how much San Diegans value their libraries. It's been a positive experience for me, personally and professionally." ■

calendar of events

July

July 6-8, 2000

ALA summer conference, Chicago

August

August 6-12, 2000

CSL-Stanford Institute summer conference

August 16-18, 2000

Library of California board meeting, Irvine

CONNECTION

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